



Community Health Improvement Plan Against Tobacco Use 2016

County Information	Explaining the TN Tobacco Settlement Program
Gibson County	<p>\$15 Million was appropriated in the 2014 State budget for three years to support tobacco use prevention projects chosen and managed by county health departments. Three statewide topics were selected. Gibson County received funding of \$33,085.00 in 2014, \$29,776.50 in 2015, and \$28,882.34 in 2016 based on Tobacco Settlement Plans updated annually. Gibson County set its own numeric goals for change for each topic. The Gibson County plans and selected projects were chosen based upon assessments and implemented over the three years.</p>
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Problem Statements

Pregnancy Smoking:
 The three-year average (2010- 2012) for women who smoked during pregnancy in Gibson County was 21.2% compared to the state rate of 16.9%. As of 2013, pregnant women who smoked had no access to smoking cessation counseling. Of the 610 total births in Gibson County in 2013, forty-nine (49) of those babies were low birthweight babies. The average cost of childbirth for a normal birth is \$9,000 vs. the \$90,000 average cost for a low birthweight baby. Reducing pregnancy smoking directly reduces risk for low birth weight births and may prevent a huge financial burden on patients and the community, over \$4 million for Gibson County.

Second Hand Smoke:
 Secondhand smoke can trigger severe asthma attacks that can put a child's life in danger. In 2011, there were 46 Emergency Department visits by children ages 1-4 years due to asthma attacks in Gibson County. The 2011 County Health Rankings showed that 36% of adults in Gibson County smoked, compared to the state rate of 24%. Approximately 32.3% of Tennessee children are exposed to secondhand smoke at home, in addition to exposure in the community.

Youth Tobacco Use:
 In 2011, 12% of 8th graders smoked one or more cigarettes in the past 30 days in Gibson County compared to the state rate of 11.3%. According to the Centers for Disease Control (CDC), there are 7,600 children who become new smokers each day in Tennessee. Peer-to-peer education programs have proven to be an effective strategy to address preventing youth initiation of tobacco use. Prior to Tobacco Settlement Funded programs, there were no peer-to-peer tobacco prevention education activities in Gibson County.

County Progress on Outcome Measures	County Year 3 Goal	Newest County Data	State Data Comparison
Reduce Pregnancy Smoking	20%	Reduced from 19.5% to 16.9% from 2013-15, improve 13%.	Reduce from 16.0% to 14.2% from 2013-15, improve 11% statewide
Reduce ER visits for asthma in children under 5	20%	Reduced from 40 to 24 visits from 2013-15, improve 40%.	Reduce from 5285 to 4645 from 2013-15, improve 12% statewide
Reduce 8th graders who smoke	20%	Reduced from 12% to 5.8% based on 2011 and 2016 county surveys, improve 52%	Reduce from 11.3% to 6.1% based on county surveys, improve 46%

Tobacco Settlement Goal & Measure	Total 3 Year Investment	County Projects
Proposed 20% reduction.	\$30,773.98	Baby & Me Tobacco Free
<p>As of 06/30/16, 90 women have enrolled in the new pregnancy smoking cessation service, Baby & Me Tobacco Free Program. 42 of those women quit smoking during the prenatal period and there have been 25 healthy-weight deliveries. 32 Women have received \$25 diaper vouchers as incentives and rewards for quitting smoking, with a total of 155 vouchers dispensed. 2 Women have completed all 12 monthly postnatal sessions. To increase program enrollment, the Baby & Me Tobacco Free Program is now provided in home by the CSS/HUGS Care coordinator. Incentives given to women/support persons include diaper bags, bibs, and assorted baby items. The Health Department has developed media coverage to promote the program as well, including, 4 billboards in Gibson County, with #923,791 impressions over an 11 week time period, #504 radio ads serving Benton, Carroll, Chester, Crockett, Dyer, Gibson, Haywood, Henderson, Henry, Madison, Obion, & Weakley Counties on 1 local station over 27 weeks, and #6 vinyl banners posted throughout Gibson County promoting the TN Tobacco Quit-Line and Tobacco Prevention.</p>		
Proposed 20% reduction.	\$9,788.43	Knock Tobacco Out of the Park & Gold Sneaker
<p>Knock Tobacco Out of the Park: Gibson County's Knock Tobacco Out of the Park Campaign focused on open air city park facilities becoming smoke free in child friendly areas, by "Voluntary Smoke-Free Resolution." 8 City Commissions, along with the Parks & Recreational Departments passed the "Voluntary Smoke-Free Resolutions," resulting in 40 Tobacco Prevention signs being placed in the child friendly areas in Gibson County/City Parks. Gibson County Health Department developed a county-wide media campaign to promote Secondhand Smoke Prevention through 3 billboards in Gibson, with #2,771,373 impressions over 33 weeks, , #504 radio ads serving Benton, Carroll, Chester, Crockett, Dyer, Gibson, Haywood, Henderson, Henry, Madison, Obion, & Weakley Counties on 1 local station over 27 weeks, and #6 vinyl banners posted throughout Gibson County promoting the TN Tobacco Quit-Line and Tobacco Prevention. Incentives given to county residents participating in secondhand smoke prevention activities include stress balls, ink pens, pencils, stickers, bracelets, water bottles, basketballs, car window shades, car seats, drawstring bags, goodie bags, t-shirts, and window clings, and assorted school supplies.</p>		
Proposed 20% reduction.	\$22,300.00	Tennessee Teens Talk Tobacco (T4)
<p>Gibson County chose Tennessee Teens Talk Tobacco (T4), as our peer to peer youth tobacco prevention educational program. 25 Middle/High School students and 7 adult advisors attended Tennessee Teen Institute (TTI), and were trained as peer/advisor educators in (T4). One Tobacco Trunk was purchased for each school district and one for the health department education tool, total of 6. Each trunk includes T4 Curriculum, pens, pencils, markers, paper, folders, mints, quit-line cards, chalk, index cards, educational tear pads, lung displays, what's in tobacco displays, tulip bulbs, bracelets, t-shirts, posters, trash bags, etc.</p>		
<p>Other Significant County Tobacco Use Prevention & Cessation Activities</p>		
<p>The health department continues to promote the Tennessee Tobacco Quit-Line Cessation Service, through community outreach, including outside referrals and quit-line cards. T4 students promote Tobacco Prevention messages on their personal Facebook pages. Gibson County is certified as a Healthier TN Community, committing to outreach in worksites, places of worship, and through individual lifestyle choices using the Small Starts initiative. Two out of ten required "small starts," promote tobacco prevention. Through Stanford's Living Well with Chronic Conditions Program, The Gibson County Health Educator collaborates with other County Health Educators to co-teach education sessions which include tobacco prevention.</p>		

Partners Engaged in Projects

Cooperated with local medical providers to post educational posters on the risks associated with smoking during pregnancy and Secondhand smoke. Coordinated with local medical providers to increase referrals to the Baby & Me Tobacco Free Program. Collaborated with health department sister programs-Help Us Grow Successfully (HUGS) and Children Special Services (CSS) Care Coordinator, Tenn-Care Kids Outreach Worker, and Breastfeeding Peer Counselor to increase awareness, enrollment, and participation of the Baby & Me Tobacco Free Program. Collaborated with Baby & Me Tobacco Free Program staff for training and ongoing technical assistance. Collaborated with Lamar Advertising, local newspapers and radio stations to increase awareness of the Baby & Me Tobacco Free Program. Networked with Gibson County Health Council and Inter-Agency Council to increase awareness and enrollment of the Baby & Me Tobacco Free Program. Coordinated with local daycare facilities to implement facility specific standards to be recognized as a Gold Sneaker Facility. Collaborated with Lamar Advertising, local newspapers and radio stations to increase awareness of the harmful effects of second hand smoke exposure in young children. Networked with Gibson County Health Council and Inter-Agency Council to increase awareness of the harmful effects of second hand smoke exposure in young children. Collaborated with city commission and parks and recreational departments to increase Tobacco Prevention signage in child friendly areas in the city parks. Collaborated with Gibson County Health Department Staff and Coordinated School Health in the 5 school districts in Gibson County to implement the peer to peer education program, Tennessee Teens Talk Tobacco (T4).

Story 1:

First Baby & Me Tobacco Free Program Completion in Gibson County

Lakeyda Leke is the first Baby and Me participant to successfully complete the program in Gibson County. She first began the program in September of 2014. Lakeyda steadily decreased her smoking habits and had quit smoking completely when she unexpectedly delivered at 33 weeks gestation due to spontaneous premature rupture of membranes. Lakeyda son weighed 4lbs 3oz and spent one week in the NICU receiving tube feedings. Lakeyda having stopped smoking prior to delivering contributed to her son's shortened NICU stay. For the benefit of her and her children's health, Lakeyda continues to be tobacco free. She consistently came in monthly to complete the BAM program and receive her vouchers for diapers. She was an awesome candidate for this program, because she wanted to quit and was excited to have encouragement from the health department staff. She completed the program on October 8, 2015 and plans to remain tobacco free.

Story 2:

In an effort to protect Gibson County children from secondhand smoke exposure, the Gibson County Health Council Chronic Disease Sub-Committee came together to discuss ways to initiate tobacco free policies in public places. The subcommittee found that local government had the authority to designate voluntary smoke free areas within city parks. Health council members worked to draft and adopt a resolution to share with local government officials. Members of the Health Council presented a "Voluntary Tobacco-Free Resolution" to eight city council commissions in Gibson County, with all eight boards passing the resolution. Five #CHOOSENOTOTUSE park signs were posted in child friendly areas in each city park to encourage county residents and surrounding county visitors not to smoke in or around areas where children are at play. To date, eight of nine cities in Gibson County have adopted "Voluntary Tobacco Free" resolutions and posted signage in parks. One city does not have a park, but it is in the planning stages of developing one, with tobacco-free areas included in the plans.

Story 3: News Article – Tri-City Reporter July 13, 2016 GCHS students, GCSSD CSH director attend Tennessee Institute "Students from GCHS joined over 400 youth leaders from across the state at the Tennessee Teen Institute. The Tennessee Teen Institute is a five-day youth leadership program held on the University of Tennessee at Martin campus in Martin, Tennessee June 19th through 24th and prevention camp sponsored by the Jackson Area Council on Alcoholism and Drug Dependency (JACO). This year marked the 30th Anniversary of the Teen Institute Program. The program addresses teen issues such as bullying, violence, suicide, teen pregnancy, distracted driving, teen health and substance abuse prevention through a five-day, peer-led prevention camp designed to provide teen participants with the skills and education necessary to develop and implement alcohol and drug abuse prevention programs in their own communities. This is a comprehensive program that trains, mobilizes and empowers youth to prevent the illegal use of alcohol, tobacco, and other drugs and self-destructive behaviors in themselves and peers. TTI prepares students to not only make positive changes, but to be proud advocates of those changes. Students will have the opportunity to grow and learn as individuals, while enhancing their leadership abilities. Because TTI is peer-led, teens are given a unique opportunity to have a "voice" in addressing issues important to them. Giving youth some ownership in the type of program is one of the key factors in the success of enforcing a substance free lifestyle. These participants leave motivated, not only to make healthy decisions in the own lives, but also committed to work so that others are making healthy decisions as well. Teen Institute Program mission statement is "To empower Tennessee's youth to lead by example and take an active role in bringing about positive changes by giving them the skills, knowledge, and support they need to make healthy choices, build positive relationships and love substance free lives."